

Item 2: Industrial Land Study Update

SESSION TYPE: Briefing

PURPOSE/DESIRED OUTCOME:

This workshop provides councillors with an update on progress on the Industrial Land Study.

DATE/START TIME:

Tuesday, 22 September 2026 at 11.30am (approximately)

TIME BREAKDOWN:

Presentation: 20 mins
Questions or Debate/Discussion: 10 mins

PRESENTERS:

Cameron Wood – Senior Strategic Planner, QLDC

Prepared by:



Name: Cameron Wood
Title: Senior Strategic Planner

11 September 2026

Reviewed and Authorised by:



Name: Pennie Pearce
Title: Acting General Manager – Strategy & Policy
11 September 2026

ATTACHMENTS:

A	Slides: Industrial Land Study Update
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Queenstown Lakes– Central Otago Industrial Land Study Update

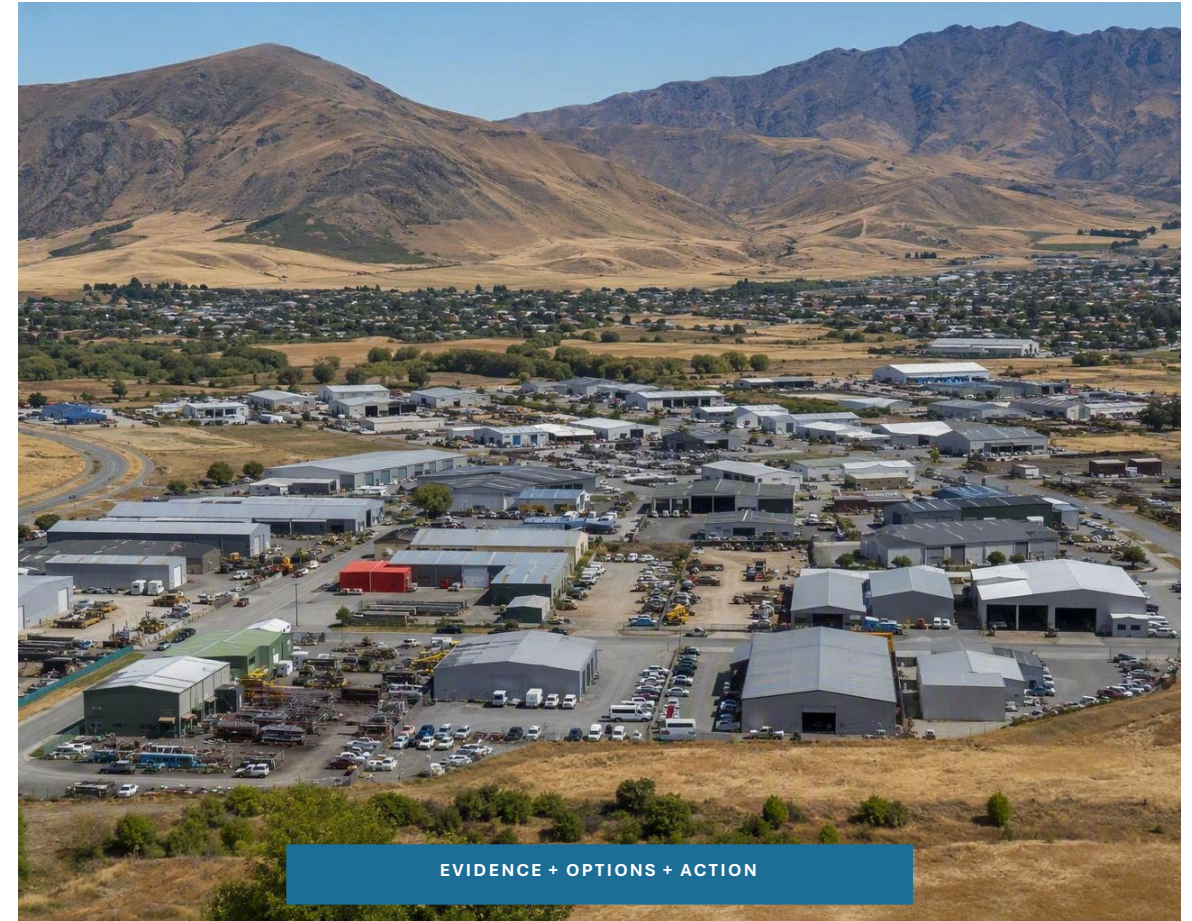
Moving from evidence gathering into industry engagement

A 30-year industrial land study

A study with Central Otago District Council, Otago Regional Council and NZTA, connecting land, infrastructure, business needs and implementation.

The study is intended to:

- Confirm the amount and type of industrial land required
- Understand the different roles of Queenstown Lakes and Central Otago
- Identify the optimal spatial distribution of future supply
- Test infrastructure, access, resilience and market requirements
- Consider how best to implement the study including actions and interventions required (including rezoning of land)



Why we are undertaking this study

The 2025 Queenstown District Housing and Business Capacity Assessment projects industrial land shortfalls across every planning horizon.



What is compounding the capacity issue

Demand keeps rising while the existing industrial land base is being eroded and constrained.

1

APPEAL DECISION

Environment Court decision upzoned 6.78 ha of Industrial land to Business Mixed Use (Connell Terrace, Wanaka)

2

CONVERSION PRESSURE

Land values exceed what industrial yields can support, pushing sites to higher-value uses

3

LAND VALUES

Vacant industrial land in Queenstown and Wānaka trades at around 3.7 times Cromwell rates

4

LANDBANKING

Landowners holding zoned industrial land limits what is genuinely available

5

INFRASTRUCTURE

Servicing constraints hold back development capacity

6

RISING DEMAND

Population, visitor and construction growth keep lifting industrial land needs, including what type of industrial activity is needed for Queenstown/Wanaka

COMPOUNDING EFFECT | A projected 18 ha medium-term industrial shortfall, deepened by the loss of 6.78 ha of zoned industrial land

Six stages, and where the study has got to

The desktop evidence is built and industry engagement is now testing it, before spatial options are developed.

1

METHODOLOGY

CONFIRMED

Scope, definitions and approach agreed

2

EVIDENCE BASE

IN REVIEW

Draft baseline report with QLDC for review

3

ENGAGEMENT

UNDER WAY

Workshops, interviews and survey with industry

4

SPATIAL OPTIONS

NEXT

GIS, scenarios and multi-criteria assessment

5

IMPLEMENTATION

TO COME

Interventions, sequencing and responsibilities

6

FINAL REPORT

EARLY NEXT YEAR

Integrated findings and action plan

Stages 1 to 3 are complete or under way | No land has been identified and no options tested until engagement closes

Engagement is grounding the desktop evidence

Industry and partner input tests what operators need, where they need it, and what prevents delivery.



- 1 WORKSHOPS** Queenstown and Wanaka business and industry sessions
- 2 TARGETED INTERVIEWS** Operators, landowners and market participants
- 3 PARTNER INPUT** Kāi Tahu, NZTA/ORC, airport and infrastructure interests
- 4 ONLINE SURVEY** Consistent information across sectors and locations (in both Queenstown District and Central Otago)

What we are hearing: current roles of Queenstown Lakes and Central Otago

Early feedback from the engagement, together with the draft background report, points to the two areas playing complementary roles.

QUEENSTOWN LAKES (QUEENSTOWN AND WĀNAKA)

Close to the Queenstown and Wānaka population it serves, and to construction and visitor demand.

The industrial land value is approximately 3.7 times higher than Cromwell land rates

Service industrial
Trades and construction support
Fleet, storage and airport-related activity

CENTRAL OTAGO – CROMWELL

Central location and highway links to Christchurch and Dunedin (Cromwell) with more available land at lower cost

Manufacturing
Freight and logistics
Warehousing and rural servicing

COMPLEMENTARY ROLES, NOT INTERCHANGEABLE LAND

Next steps

Where the study goes after this meeting, and where committee input feeds in.

1

Close out engagement

Complete the workshops, interviews and survey, and write up what industry has told us

2

Finalise the evidence base

Update the draft report with engagement findings and confirm assumptions and data

3

Develop and test spatial options

Assess potential locations against agreed criteria and test the trade-offs between them

4

Report back with recommendations

Final report and action plan, setting out rezoning, infrastructure and delivery steps

Committee input given today feeds directly into the evidence base and the criteria used to assess locations

KEY MESSAGE

The study responds to a confirmed and compounding industrial land shortfall.

Shortfalls across every horizon are being deepened by zoning lost on appeal, conversion pressure and landbanking. With Central Otago District Council, engagement is now testing the evidence.

Current focus

Industry engagement is confirming the evidence before spatial options are developed.

